



WDAF-TV

# ORDER

Print Date 10/24/12 Page 1 of 3

Flight Dates 10/16/12-10/29/12

Contract / Revision 584018 /

Original Date / Revision  
10/24/12 10/24/12

Advertiser IAFF FirePAC 2012

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
IAFF (FIREFIGHTERS)

Agency Com 15%

Billing Contact  
3050 K Street NW  
Ste 100  
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2121

Alt Order # 09845805

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority DEFAULT

Advertiser Ref

Order Share 25% Market Value 51720

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12930
KCWE	%	0
KMBC	25%	12930
KMCI	%	0
KPXE	%	0
KSHB	25%	12930
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$10,990.50	\$12,930.00	0.00	10/01/12	10/26/12	18	\$10,990.50	\$12,930.00
<b>Totals</b>	<b>18</b>	<b>\$10,990.50</b>	<b>\$12,930.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/16/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a (7:00 AM-8:00 AM)	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					1	\$825.00		0.00			
2	4	10/16/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a (8:00 AM-9:00 AM)	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					1	\$825.00		0.00			
3	4	10/16/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					1	\$500.00		0.00			



WDAF-TV

Print Date: 10/24/12

Page 2 of 3

Contract / Revision 594018 Flight Dates 10/16/12-10/29/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser IAFF FirePAC 2012

Product IAFF (FIREFIGHTERS)

Estimate # 2121

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	4	10/18/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---TF--	:30	1	\$500.00	1	0.00 NM	1	\$500.00
FOX 4 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---TF--					1	\$500.00		0.00		
5	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---TF--	:30	1	\$375.00	2	0.00 NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---TF--					1	\$375.00		0.00		
6	4	10/18/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$1,440.00	1	0.00 NM	1	\$1,440.00
FOX 4 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---TF--					1	\$1,440.00		0.00		
7	4	10/21/12	10/28/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	2	\$100.00	2	0.00 NM	4	\$400.00
BURN NOTICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					2	\$100.00		0.00		
Week:		10/22/12	10/28/12	-----S					2	\$100.00		0.00		
8	4	10/22/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$825.00	1	0.00 NM	1	\$825.00
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					1	\$825.00		0.00		
9	4	10/22/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	1	\$825.00	1	0.00 NM	1	\$825.00
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					1	\$825.00		0.00		
10	4	10/22/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	1	\$500.00	1	0.00 NM	1	\$500.00
FOX 4 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					1	\$500.00		0.00		
11	4	10/22/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	1	\$500.00	1	0.00 NM	1	\$500.00
FOX 4 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					1	\$500.00		0.00		
12	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	1	\$375.00	2	0.00 NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					1	\$375.00		0.00		
13	4	10/22/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	1	\$1,440.00	1	0.00 NM	1	\$1,440.00
FOX 4 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					1	\$1,440.00		0.00		
E 14	4	10/22/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-10:30 PM)	-T---F--	:30	2	\$1,800.00	1	0.00 NM	1	\$1,800.00



Contract / Revision 584018 Flight Dates 10/16/12-10/29/12

### Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

**Advertiser** IAFF FirePAC 2012

Product I AFF (FIREFIGHTERS)

Estimate # 2424

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/26/12	-T--F--	2		\$1,800.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/22/12-10/28/12		M-F 9-10p	9-10p		(9:00 PM-9:30 P--T---F----	:30	(21,800.00)	0.00	NM				
Credited															
N 15	4	10/25/12	10/25/12	M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
				M-F 10-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	---T---	1		\$1,800.00	0.00							
													Totals	10	\$12,930.00